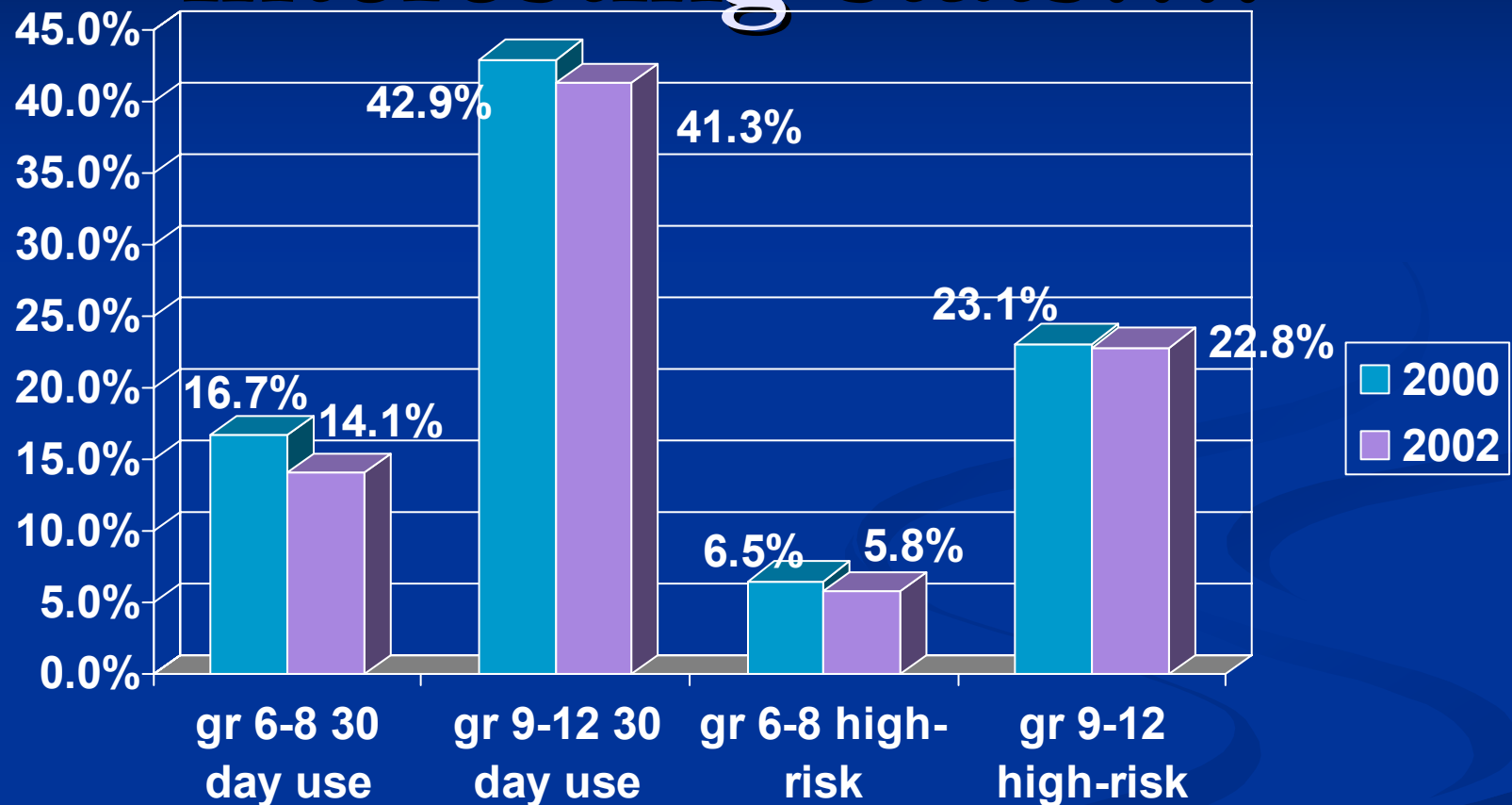


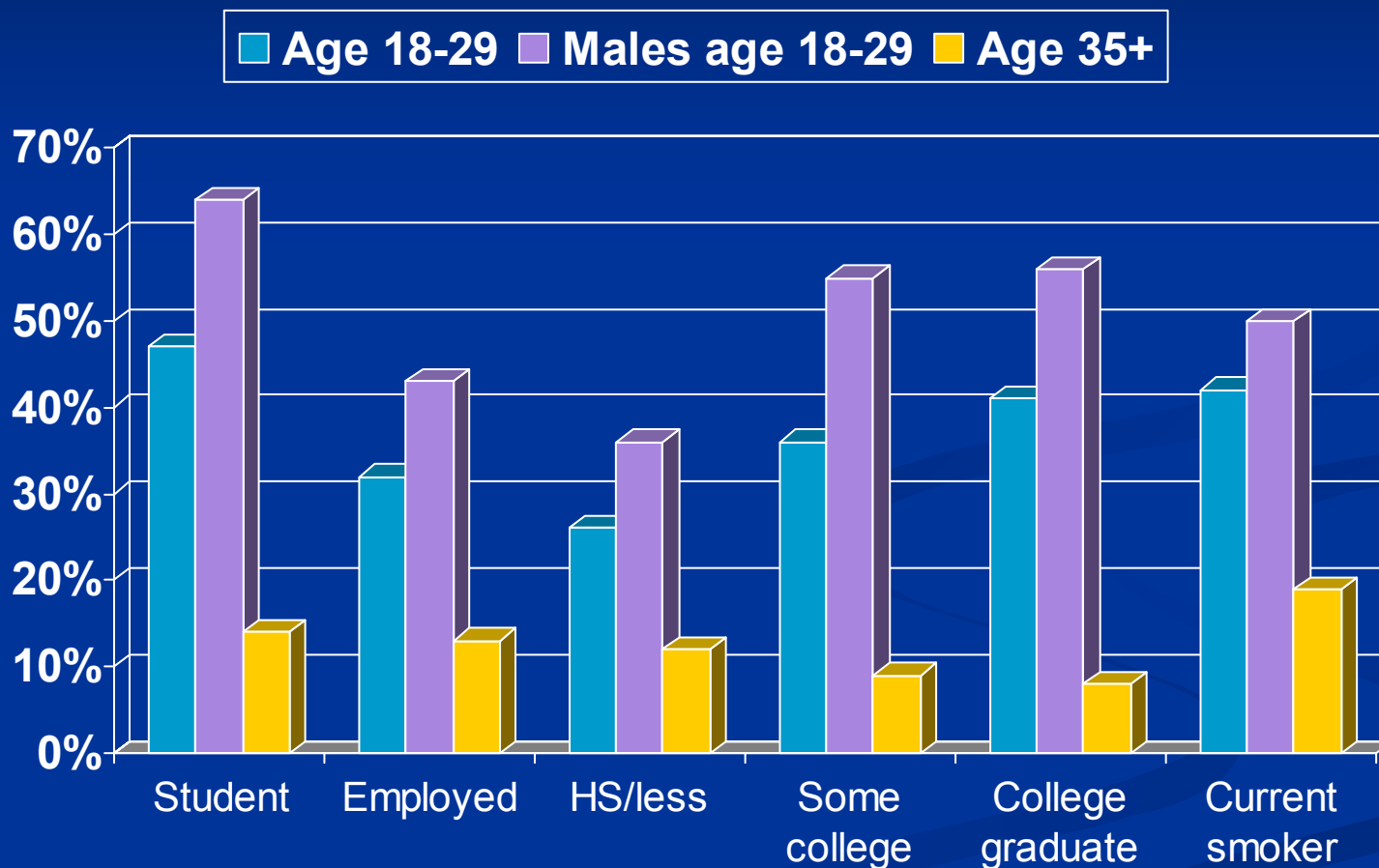
For starters, a few interesting stats....



Source: MYDAUS Survey Results, 2000 & 2002
(<http://www.maine.gov/maineosa/survey/home.php>)

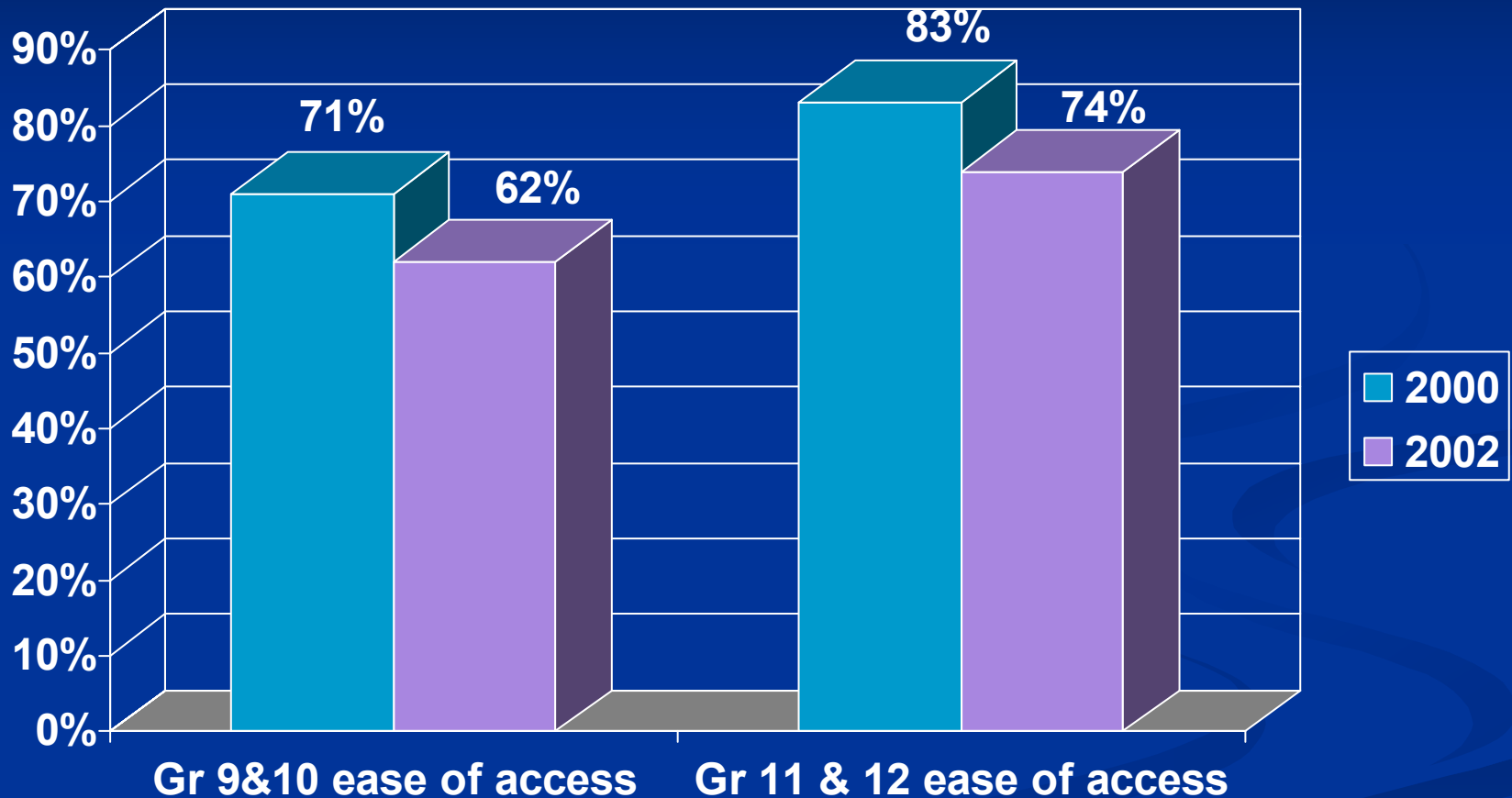
Mainers age 18-29: a population engaged in high risk drinking

(5+ drinks on one or more occasions in the past month)



Source: Maine Behavior Risk Factor Surveillance System, 1999-2002

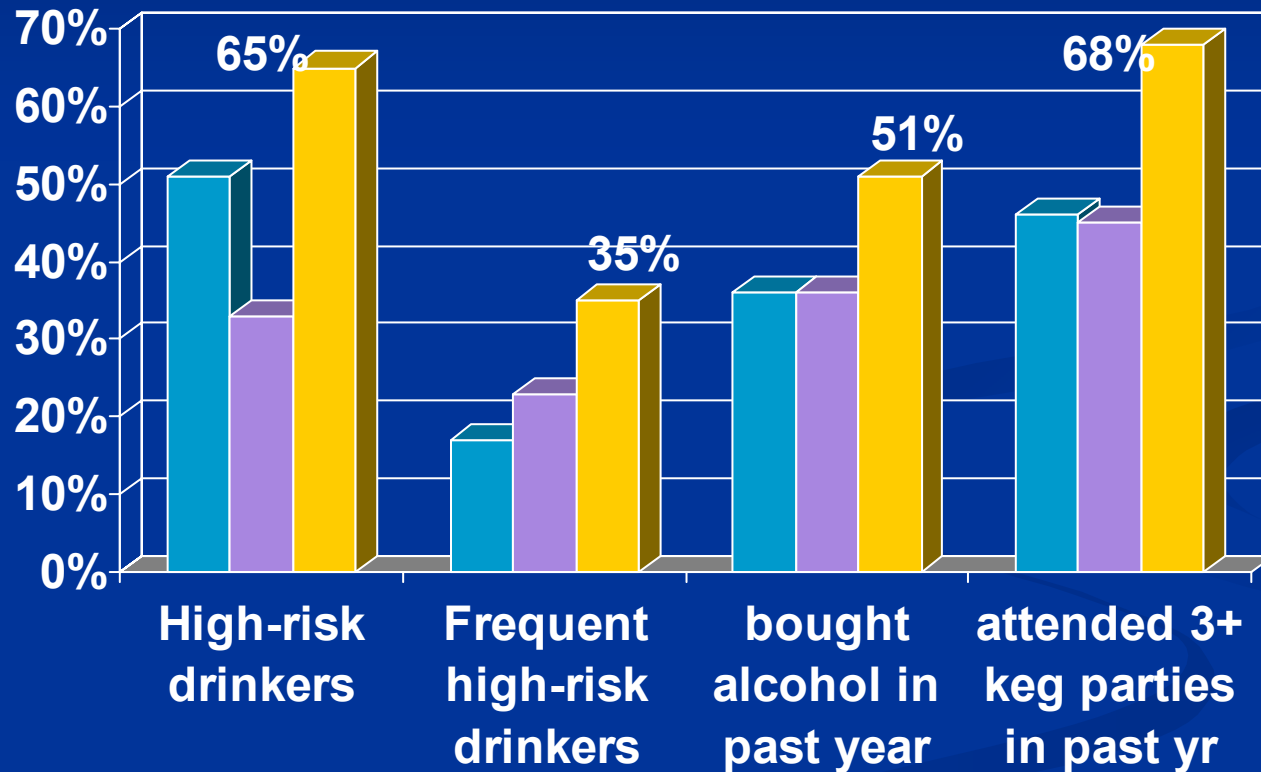
Progress: reducing the ease of access to alcohol among high school students



Source: MYDAUS Survey, 2000-02 ("How easy would it be for you to get some beer, wine, or hard liquor if you wanted to get some?" % responding "Very easy or "sort of easy")

How much of the increased use on college campuses is related to environmental factors?

■ HS grads (non-college) ■ College (living at home) ■ College (dorm/apt)



Source: Maine DEEP (under 21) - Alcohol Availability Survey, 2000

Other interesting statistics to consider

- The majority (57%) of students who enroll in Maine's public 4-year institutions fail to complete a degree within 6 years
- Almost a quarter (22%) of students who enroll in Maine's private 4-year institutions fail to complete a degree within 6 years
- The majority (50-80%) of students not graduating leave before the start of their 2nd year

Source: Melmac Education Foundation, Needs Assessment and Strategy, 2003

Finally...

- Three quarters of non-high-risk drinkers report suffering second-hand effects of other students' drinking, ranging from sleep/study interruptions to unwanted sexual advances (source: Harvard College Alcohol Study)
- The alcohol industry spends \$4 billion/year (\$11 million a day) on advertising, promotions, and sponsorships
- College students spend \$5.5 billion/year on alcohol - more than books, soda, coffee, juice, and milk combined (source: Eigan, Lewis, Alcohol Practices, Policies, and Potentials of American Colleges and Universities, U.S. Dept of HHS, 1991)

Note: the source for these last two bullets is 10+ years old and has not been updated recently. However, there is no reason to think the proportional relationships would have changed.